

GANPAT UNIVERSITY V. M. Patel College of Management Studies

Ganpat Vidhyanagar 382712 Dist: Mehsana, Gujarat, India.

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Date: 20th February, 2024

Report on Workshop on Advanced Digital Marketing

Ganpat University V M Patel College of Management Studies students opt for Advanced Digital Marketing as their career objective. Students need guidance about Digital Marketing. Ganpat University - V M Patel College of Management Studies arranged an expert workshop to provide career guidance about Digital Marketing to final year BBA and B.Com. students on Tuesday, February 20, 2024, at 09:30 am – 03:30 pm in class no: 107 at New MBA Building by Mr. Love Tyagi Founder of Ahmedabad School of Digital Marketing, Ahmedabad and Mr.Ankit Rajput, Social Media Expert at Ahmedabad School of Digital Marketing, Ahmedabad. addressed the expert session. He talked about the following topics.

- 1. Fundamentals of Social Media.
- 2. Creating a Business Presence on Facebook and Instagram.
- 3. Creating a Business Presence on LinkedIn.
- 4. Growing your Business Through Social Media Optimization.
- 5. Leveraging Personal Branding on Social Media.
- 6. Understanding the Meta Algorithm.
- 7. Posting Strategies on Facebook and Instagram.
- 8. Creating Viral Reels on Facebook and Instagram.
- 9. Running Ads on Social Media
- 10. Generating Quality Leads on Facebook, Instagram and LinkedIn.
- 11. Analyzing Brand Results on Facebook, Instagram and LinkedIn.

Students asked specific questions regarding career growth in Digital Marketing and got clarity about their confusion. Session remained fruitful for students. A total of 72 students participated in the expert talk. The expert session was coordinated by Dr. Vipul Patel, Coordinator & Ms. Heer Mehta, GUNI VMPCMS.



Heer Mehta <hmm01@ganpatuniversity.ac.in>

Registration for the Digital Marketing Workshop

1 message

Vipul Patel vbp01@ganpatuniversity.ac.in To: Heer Mehta <a href="https://www.injean.gov.new.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.injean.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov.new.gov. Cc: Principal VMPCMS <principal vmpcms@ganpatuniversity.ac.in> Fri. Feb 16, 2024 at 5:05 PM

Dear Students,

We hope this email finds you well. We are writing to extend an invitation for a Digital Marketing Workshop that Ganpat University V M Patel College of Management Studies is organizing on February 20, 2024, Friday from 9:30 nm to 3.30 pm at Conference Hall, New MBA Building, Ganpat Vidyanagar, Kherva.

In today's digital age, having a strong understanding of digital marketing strategies and techniques is essential for success in various industries. The workshop aims to provide students with valuable insights and practical knowledge in digital marketing. During the workshop, participants will have the opportunity to learn about the fundamentals of digital marketing, social media marketing, and content marketing. They will also gain insights into the latest trends and best practices in the industry.

Topics to be covered in the Workshop:

- 1. Fundamentals of Social Media.
- 2. Creation of Business Presence on Facebook and Instagram.
- 3. Creation of Business Presence on LinkedIn.
- 4. Learn how to grow your business through social media.
- 5. Learn how to do Personal Marketing.
- 6. Understand the Meta Algorithm.
- Posting Strategies on Facebook and Instagram.
- 8. Creating Viral Reels on Facebook and Instagram.
- 9. Running Ads on Social Media.
- 10. Generating Quality Leads on Facebook, Instagram and LinkedIn.
- 11. Analysing Brand Results on Facebook, Instagram and LinkedIn.

We have invited Mr. Love Tyagi (Founder of Ahmedabad School of Digital Marketing), an experienced digital marketing professional who will be conducting the workshop. He is passionate about sharing their knowledge and has a proven track record in the industry.

All the VMPCMS students are informed to register for the workshop without fail.

Following is a link for Registration for the workshop:

https://docs.google.com/forms/d/e/1FAlpQLSd-Un6WVdLoXp2DFUMorheHpbuhRXlpkn fW6Pcdn4EudDmLHw/viewform?usp=sf_link

Participants may contact Dr. Vipul Patel (9898363549) and Ms. Heer Mehta (8320486462) for any assistance.

Warm regards,

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Or. Vipul Patel Associate Professor, Garpat University - V. M. Patel College of Management Studies, Kherva. (M) 0 9898 38 35 49. Garpat University Garpat University Garpat University Overpat Violatinger, Mehsena-Bocoria Highwey. PO - 384012 Mehh Oujend, PIDA. Disclaimer: This ornal and dry filts transmitted with it are confidential and intended solely for the use of the inclinical or critisy to which they are addressed. The content and opinions contained in this erusel are not necessarily these of Garpat University. If you have received this ernal in ever please contact the	2(28)24, 2:46 PM	Gampat University Mail - Registration for the Digital Marketing Workshop
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69	shan Amil	fs-6	21052321026	8401461924
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73	Godhani Jay	MM-6	21052341009	99091 19320
74	Bhalodiya Abhi	MM-6	21052341001	9773259328
75	Halsh Patel	MM-6	21052301019	9106818077
76	Jasami Vasy	B1.5 sem 6	21057381013	95104436
- 77	Prajaputi Harsh	8-6	21052321018	738385862
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2	Honey Thakkar	BLS - 6	21052381031	9624119211			
3	Nenshi Patel	B15-6	21052381020	947667275			
4	Muskan Passeen	BBA Logisti	The state of the s	6200601019			
5	Joysmee Sankan	BBA logistic		702915819			
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7	Abhishek Yadav		22052371001	3209437897			
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9	Abligay Massey	BBA Logistics	22052372006	7698079576			
10	UTSAV & PATEL	BLS - 6	21052383023	9265084984			
11	Gausar G. Naise	BLS-6	21052381011	9173167117			
12	SUSAL P RAMNANT	BLS-6	21052381027	8401824223			
13	YOGE-SIA CHAUDHARY	BL5-6	210523 81008	8140193752			
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	Anshika V. Yadav	BBAJMM	22052341023	7435010925			
17	Achasta Disha	BBA-Gen-6	21052311001	851144823			
	Tuambadiya Tiutha	BBA - FS 6	91059391099	7990693335			
(19)	Nagadiya Nidesha	BBA-Gen6		8799120959			
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31	Patel Diya.	BBA-F3-6.	21052321013.	9512784859			
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Sr. No.	Name of Studnets	Class	Enrollment Number	Contact No.
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(3)	Sumit Solanki	BBA GEN	21052311070	क्ष्त्र १९० २२ ५९
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38	Huirudh Singh	BBA GEN	21052311005	8306623014
39	DEV SADALYA	BBA FS	21052321025	70134583
	DHRUVAN PANDYA	BBAFS	21052321011	63599786
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51	Marvin Delvadiya B.	BBA-MM-06	27052347006	9574461006
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54	Vaibhar surya	BLS-SEMY	22052381026	7670938200
55	Bhaya khan para	BBA-MM-04	7705 234 10 16	9.106135976
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